

APR 10 1925

©CIL 21345 C

THE CODE OF THE WEST

Photoplay in 7 reels

From the novel by Zane Grey

Screen play by Lucien Hubbard

Directed by William K. Howard

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

APR 10 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

Code of the West - 7 reels
Kiss in the Dark - 6 reels

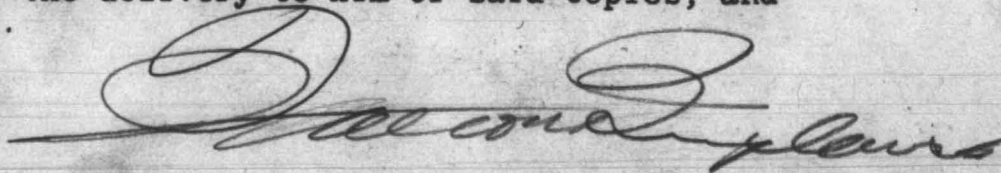
Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Code of the West	4-10-25	©CIL 21345
Kiss in the Dark	"	©CIL 21346

The return of the above copies was requested by the said
Company, by its agent and attorney on the 10th day of
April, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



APR 11 1925

"Code of the West" Is 7 Reels—6777 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse Lasky present
ZANE GREY'S
"CODE OF THE WEST"
with Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler
Screen play by Lucien Hubbard
Directed by William K. Howard
A Paramount Picture

PURPOSE: To Help You Sell the Picture to

Zane Grey's "Code of the West" Romance With Comic and

FILM FACTS

Featured Players

A QUINTET of exceptionally able and popular players—Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

Director

William K. Howard, who has proven with such previous successes as "The Border Legion" and "The Thundering Herd" that roaring western thrillers are his specialty.

Author

Zane Grey, the greatest living writer of western stories in America today.

Scenarist

Lucien Hubbard, who has adapted and supervised many of the other Zane Grey-Paramount productions. He has the happy faculty of being able to translate a story into vivid screen terms and still preserve its essential flavor and drama.

Cameraman

Lucien Andriot.

Type of Story

A story of the true west as it stands today. The picture is packed with thrills yet, at no time, does it bring in the time-worn situations so prevalent in western pictures. It is one of the few outdoor productions that might truthfully be called "different." The distinct line between Arizona and New York is very clearly shown and the attitude of the east towards the west and vice versa is brought out with conviction.

Appeal

There is in this picture a combination of writing, acting and directorial talent which spells 100 per cent entertainment. The film is filled with action, love-interest, comedy and human appeal. Incidentally, as with other Zane Grey stories, "Code of the West," was filmed on the actual location mentioned in the book, the Tonto Basin, Arizona, one of the few spots in the United States where civilization has not yet penetrated.

Big Scenes

Director Howard has taken full advantage of the many angles to the story—the clash between Hartigan and Moore; the fight between Gribbon and Hartigan when the former overhears the latter pass an insulting remark about Miss Bennett; the automobile-horse race; the house-warming

He Is a Cowboy
Caveman in New
Paramount Film



Owen Moore in
the Paramount Picture
"Code of the West"
Production Mat 1PA

IS IT possible to make a woman fall in love with you by treating her rough? Is the female of the species more amenable to caveman tactics than to the gentler arts of persuasion and devotion?

Zane Grey, perhaps the best known writer of outdoor fiction in

the United States, answers "Yes" to both questions. He proves it, too, in his latest novel, "Code of the West," which William K. Howard recently transferred to the screen from the scenario by Lucien Hubbard.

In the picture, Charles Ogle is owner of a big ranch in the Tonto Basin, Arizona. The routine life of the ranch folk is suddenly broken up by the arrival of Constance Bennett, sister of Mabel Ballin, the school-teacher, who boards at the ranch. Fresh from New York and with eastern customs and costumes, Miss Bennett has a devastating effect on all the ranch hands with the exception of Owen Moore.

Piqued at his indifference, she begins an active campaign to bring him to her feet, and eventually succeeds in having him confess he loves her. But when he proposes to her, she laughs at him and turns him down.

The realization that she has only been playing with him maddens the young cowboy and he decides to teach her a lesson. Seizing her

Powerful Cast, Picturesque and Some Brand New Thrills Produced by William K. Howard

ROMANCE with a punch—that, in a phrase, aptly describes "Code of the West," which Lucien Hubbard carefully adapted from the novel of the same name by Zane Grey.

It is not a period production, but a vital, absorbing story of today—an up-to-date, twelve-cylinder, 1925 romance of a frivolous flapper and a rugged cowboy, in which the viewpoint of the East, as typified by its jazz palaces, fast sets and petting parties is contrasted with that of the West, with its wholesomeness, simplicity and straightforward attitude toward life and love.

Pictured against marvelous natural backgrounds—the colorful Tonto Basin, Arizona—and abounding in breath-taking thrills, two of which include a tremendous automobile-horse race and a spectacular forest fire, "Code of the West" stands head and

shoulders above the rest. One of the pay is its story, humorous episode. Have been long to praise the movie, this shrewd comedy that marvelous entertainment. The cast in the ever assembled smallest parts experience. As they are portrayed by Owen Moore, Charles Ogle guarantee that characters in the

WHEN Greek meets Greek, there's a tag of war; and boy, they first look daggers at each other and then to a finish. That is, if they are rivals for the hand case in the scene below.



Owen Moore, Constance Bennett and David Butler
"Code of the West" A Paramount Picture

Three-column Production Mat 3P

THE STORY IN B

SHEET

Adolph Zukor and Jesse L. Lasky present

ZANE GREY'S

"CODE OF THE WEST"

with Owen Moore, Constance Bennett, Mabel Ballin,
Charles Ogle and David Butler

Screen play by Lucien Hubbard
Directed by William K. Howard

A Paramount Picture

USE: To Help You Sell the Picture to the Public.

"Code of the West" Is Roaring Western Comic and Melodramatic Trimmings

Fast, Picturesque Backgrounds
Brand New Thrills in Film
Directed by William K. Howard

That, in a phrase, is the "Code of the West," which is based on the novel

but a vital, absorbing, twelve-cylinder, super and a rugged life of the East, as the sets and petting the West, with its straightforward at-

tural backgrounds and abundant—of which include and a spectacular—stands head and

shoulders above the average so-called western because of its unusual theme and original situations.

One of the outstanding features of this photoplay is its strong vein of comedy. There are many humorous episodes and laughable situations which have been logically introduced to offset and emphasize the more melodramatic moments. And it is this shrewd mixture of romance, action, drama and comedy that makes "Code of the West" such marvelous entertainment.

The cast in the production is one of the strongest ever assembled for any motion picture. Even the smallest parts are played by actors of long experience. As for the leading roles, the fact, that they are portrayed by such sterling favorites as Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler, is a positive guarantee that full justice is done to the main characters in the story.

Greek, there's a tug of war; and when cowboy meets cow-daggers at each other and then follow it up with a fight they are rivals for the hand of a fair flapper, as is the



Constance Bennett and David Butler in Zane Grey's "Code of the West" A Paramount Picture

Three-column Production Mat 3P

Has Flapper Role
In Picture Version
Of Zane Grey Story



Constance Bennett
in the Paramount Picture
"Code of the West"

Production Mat 1PB

PUTTING IT OVER RIGHT

"Code of the West" is a western that is radically different from the average picture of its type. Although packed with tense, swift-moving action, there is no villain and no gun-play. Primarily it is a romance, in the development of which the jazz viewpoint of the East is indirectly contrasted with the wholesome, straightforward attitude of the West.

The title lends itself admirably to a teaser campaign: "What is the Code of the West?" "In what respects does the Code of the West differ from the code of the east?", etc.

Letter Contest:—Offer suitable prizes through one of the local newspapers for the best letters containing ten or twelve principles that constitute the code of the west.

Tie-ups with all kinds of stores through window displays. Have a card reading: "Blank's Store also has a code and it is simply this—'quality merchandise at reasonable prices.'" Or: "Our only code is 'make every customer a friend'"; etc.

Ballyhoo stunt:—In the picture there is an exciting race between two cowboys, one in an automobile, the other on horseback. As an exploitation stunt, have a cowboy in an automobile pursued by a cowboy on horseback. It isn't necessary to exceed the speed limit to carry the stunt out. The horse finally overtakes the automobile, and when the crowd gathers around, the horseman exclaims in a loud voice to the automobilist, "Come with me, you have violated the code of the west." They both drive away, and repeat the stunt on another street.

Another idea along the same lines: print up tickets that resemble those handed out by the police for speeding. The tickets should read: NOTICE—You have violated the Code of the West. You are therefore summoned to appear at the Theatre on (Signed) Chief of Publicity. Have a cowboy on horseback hand them out to automobilists.

TO THE great open spaces of Arizona, where men are men and women are decidedly women and not flappers, comes Constance Bennett, a product of the jazz palaces of the East.

This is the auspicious beginning of the latest Zane Grey story, "Code of the West," which William K. Howard produced for Paramount from the screen adaptation by Lucien Hubbard. It will be the main film attraction at the Rialto Theatre for three days beginning Sunday.

Besides Miss Bennett, the photoplay boasts such well-known and popular favorites as Owen Moore, Mabel Ballin, Charles Ogle and David Butler.

The plot of the story is laid in the Tonto Basin, Arizona, and the time is the present day. Constance Bennett, who comes to this country from New York, is the first eastern girl to appear in that wild, rugged section. As a spotlight in a theatre outshines all other illumination, so Miss Bennett stands out among the other girls of the vicinity.

With the exception of Owen Moore, every man in the surrounding territory falls in love with her. Quite naturally, Constance concentrates all her feminine wiles on the exception, with the inevitable result. But when Owen finally proposes to her, she calmly informs him she was only fooling and coldly turns him down.

It is then the young cowboy proves to the little flapper that in

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Big Scenes

Director Howard has taken full advantage of the many angles to the story—the clash between Hartigan and Moore; the fight between Gibbon and Hartigan when the former overhears the latter pass an insulting remark about Miss Bennett; the automobile-horse race; the house-warming dance in Moore's new cabin; the battle between Moore and Butler; the struggle between Moore and Miss Bennett, in which the girl is forced to marry the cowboy at the point of a gun; the raging forest fire; the spectacular escape and rescue; and the final reunion of Moore and Miss Bennett.

Highlights

Of the many tremendous action scenes in the picture, two, in particular, stand out by virtue of their intrinsic dramatic value and the startling realism with which they are depicted.

The first is an exciting, nerve-racking race to the sheriff's land-office between Moore on horseback and Butler and Hartigan in an automobile. The first to reach the sheriff's office will be awarded the deed to a valuable piece of land that has been unexpectedly opened up to homesteaders. It looks hopeless for Moore, despite the fact that he has fresh horses stationed along the road. By hard riding he manages to catch up with his rivals, and as they near the office, Moore throws himself from the horse into the automobile and is the first to jump out and rush into the office.

The second spectacular scene is the raging forest fire that sweeps down from the mountainside and traps Moore and Miss Bennett in their cabin. They attempt to escape on Moore's horse, knowing there is a chance of the animal finding its way out of the forest. Moore, however, falls off and the girl turns back to aid him. This delay apparently seals their doom, for they find themselves hemmed in on all sides by the flames. Desperately they battle through until they reach a high cliff overlooking a river. Without a moment's hesitation, horse and riders make a daring leap—a sheer drop of several hundred feet—into the waters below. It is a scene that will thrill even the hardened critic.



Owen Moore in
the Paramount Picture
"Code of the West"
Production Mat 1PA

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Piqued at his indifference, she begins an active campaign to bring him to her feet, and eventually succeeds in having him confess he loves her. But when he proposes to her, she laughs at him and turns him down.

The realization that she has only been playing with him maddens the young cowboy and he decides to teach her a lesson. Seizing her, he carries her to a minister, and at the point of a gun, forces her to marry him.

What happens after that? The question is one not easily answered for the story develops a dynamic climax that leaves the ending in doubt until the last few feet of film.

It aptly describes "Code of the West," which Lucien Hubbard carefully adapted from the novel of the same name by Zane Grey.

It is not a period production, but a vital, absorbing story of today—an up-to-date, twelve-cylinder, 1925 romance of a frivolous flapper and a rugged cowboy, in which the viewpoint of the East, as typified by its jazz palaces, fast sets and petting parties is contrasted with that of the West, with its wholesomeness, simplicity and straightforward attitude toward life and love.

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Owen Moore, Constance Bennett and David
"Code of the West" A Paramount
Three-column Production Mat

THE STORY IN

THE background of this story is the wild, rugged country of Arizona, and the action centers around the Thurman ranch, owned by Henry Thurman, but managed by his sons Enoch and Cal. Enoch's chief interest in life is Mary Stockwell, teacher of the neighborhood school, who lives at the ranch. Cal is still whole heart and fancy free, chiefly because his bashful disposition prompts him to fight shy of all girls.

The routine life of the ranch is interrupted one day by the arrival of Mary's sister, Georgie May, a typical flapper from New York, who has come to the ranch for her health. Georgie, with her vivid personality and vampish ways captures the hearts of all the ranch hands. With one exception they all fall in love with her. The only hold-out is Cal.

Piqued at his indifference, Georgie brings to bear all her feminine wiles on him, with the result that Cal succumbs to her charms. A definite crisis occurs on the day the young cowboy leaves for a trip to Tonto Canyon. Georgie accompanies him and Cal takes advantage of the opportunity to propose to her. The girl refuses, and Cal is heart-broken when he realizes that she was playing with him all along.

It is at this critical moment that one of the ranch hands comes riding up with the news that Rock Spring Mesa—one of the most valuable pieces of grazing land in the country—has been thrown open to settlers. Cal knows that Bloom and Hatfield, owner and manager, respectively, of a neighboring ranch, are also after this land and he immediately starts for the land office in town.

Cast	
Cal Thurman.....	Owen Moore
Georgie May Stockwell.....	Constance Bennett
Mary Stockwell.....	Mabel Ballin
Henry Thurman.....	Charles Ogle
Bid Hatfield.....	David Butler
Enoch Thurman.....	George Barr
Mollie Thurman.....	Gertrude
Ma Thurman.....	Lillian Leighton
Tuck Merry.....	Edward G. Robinson
Cal Bloom.....	Pat Harbo
Bud.....	Frank

He then seizes her, forces her to marry him.

Determined to have Georgie to himself, he is suddenly faced with a terrific fight before they can be united, and Georgie is saved by the roar of the forest fire.

They attend to the fire, and there is a chance of the forest turning back to the ranch.

They finally reach the steep cliff, over which they must jump to make a path into the water just then to the ranch.

This near escape unites Cal and Georgie, and stands that boy-busband

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Constance Bennett
in the Paramount Picture
"Code of the West"
Production Mat 1PB

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that constitute the code of the
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through window displays. Have
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friend'"; etc.

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TO THE great open spaces of
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and women are decidedly women
and **not** flappers, comes Constance
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It is then the young cowboy
proves to the little flapper that in
the West they do things different-
ly. At the point of a gun he forces
her to marry him and then carries
her off to his cabin in the heart of
the Tonto forest.

The bitter struggle between the
caveman husband and his unwill-
ing bride reaches a terrific climax
and takes an unexpected turn
when a raging forest fire sweeps
down from the mountainside and
they find themselves hemmed in
on all sides by a veritable furnace.

Their thrilling escape and sub-
sequent reunion furnish many
dramatic and exciting moments,
and go to make up one of the most
interesting and entertaining pic-
ture plays of the season.

Ballyhoo stunt:—In the picture
there is an exciting race between
two cowboys, one in an auto-
mobile, the other on horseback.
As an exploitation stunt, have a
cowboy in an automobile pursued
by a cowboy on horseback. It
isn't necessary to exceed the speed
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horse finally overtakes the auto-
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automobilist, "Come with me, you
have violated the code of the
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and repeat the stunt on another
street.

Another idea along the same lines:
print up tickets that resemble those
handed out by the police for speed-
ing. The tickets should read: **NO-
TICE**—You have violated the Code
of the West. You are therefore sum-
moned to appear at the
Theatre on (Signed) Chief
of Publicity. Have a cowboy on
horseback hand them out to automo-
bilists.

Have a pretty girl, flapper type, ac-
company a fellow, dressed in typical
cowboy costume, all around the town.
The idea to be put over is that he is
a stranger from the west and she is
showing him the town. They should
walk about the main streets, visit all
the big stores, etc. When a crowd
gathers around them, they hand out
heralds on the picture.

For lobby display: a huge cardboard
sign headed: *Is this the "Code of the
West?"* and then underneath reproducing
the material you will find inside the
herald and adding such other ideas that
you yourself will think of.

Book tie-up: "Code of the West" is
one of Zane Grey's best-selling novels
and offers a splendid tie-up with book
stores and libraries.



Constance Bennett and David Butler in Zane Grey's
"Code of the West" A Paramount Picture
Three-column Production Mat 3P

THE STORY IN BRIEF

Cast	
Cal Thurman.....	Owen Moore
Georgie May Stockwell.....	Constance Bennett
Mary Stockwell.....	Mabel Ballin
Henry Thurman.....	Charles Ogle
Bid Hatfield.....	David Butler
Enoch Thurman.....	George Bancroft
Mollie Thurman.....	Gertrude Short
Ma Thurman.....	Lillian Leighton
Luck Merry.....	Edward Gribbon
Cal Bloom.....	Pat Hartigan
Bud.....	Frankie Lee

Messrs. Bloom and Hatfield
try to beat him into town in
an automobile, but with the
help of fresh horses stationed
along the road and by an
unusual bit of action, Cal
beats the faster vehicle and
secures the homestead. A
short time later he builds a
cabin on the land.

In the meanwhile, Georgie
has been improving her spare
time by carrying on a flirta-
tion with Hatfield. Cal dis-
covers them together one day
and beats the other man up.

He then seizes Georgie and dragging her to a min-
ister, forces her, at the point of a gun, to marry
him.

Determined to make her love him, Cal takes
Georgie to his new cabin. But their strange honey-
moon is suddenly interrupted in a startling manner.
A terrific forest fire breaks out in the vicinity, and
before they are aware of what has happened, Cal
and Georgie find themselves hemmed in on all sides
by the roaring flames.

They attempt to escape on Cal's horse, knowing
there is a chance of the animal finding its way out
of the forest. Cal, however, falls off and Georgie
turns back to aid him.

They finally manage to crawl to the edge of a
steep cliff, over-looking a river, and there are forced
to make a spectacular jump of several hundred feet
into the water below. A searching party arrives
just then to rescue and take them back to the
ranch.

This near-tragedy has a happy ending; it re-
unites Cal and Georgie, for the girl now under-
stands that she is genuinely in love with her cow-
boy-husband.

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Picture Pointers

"Code of the West"—when jazz gets the razz in a cyclone
of thrills.

A sturdy son of the rugged West teaches a flapper daughter
of the effete East the a-b-c of living and loving.

Come and see the startling adventures of a 1925 girl in an
1825 town.

"Code of the West"—the unique romance of a cowboy
caveman and a debutante vamp.

The dramatic awakening of a New York girl who believed
Arizona was a happy hunting ground for hearts.

East is East, West is West, and when the two meet and mix,
the resultant action is fast, furious and funny!

HERE'S A FINE ASSORTMENT
WHICH YOU GET AT MUCH

Zane Grey's
"CODE OF THE
WEST"

with
OWEN MOORE, CONSTANCE BENNETT,
MABEL BALLIN, CHARLES OGLE,
DAVID BUTLER
PRESENTED BY ADOLPH ZUKOR AND JESSE L. LASKY
A Paramount Picture

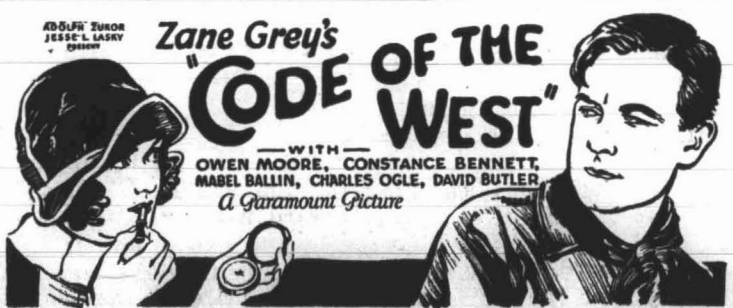
THRILL one: The greatest
forest fire scenes ever
screened!

Thrill two: The thousand
foot leap of horse and rider
from cliff to river!

And the other hundred
thrills are just as real and
heart-quickenning!



Four-column Newspaper Advertisement 4A



THE code of the flapper vs. the
"Code of the West."
A big romance rodeo that prom-
ises you a thrill a minute.
Screen play by Lucien Hubbard
Directed by William K. Howard

THEATRE NAME

Two-column Supplementary Press Ad 2AS



Two-column Supplementary Press A 4SX

Ad or Program Paragraphs

When jazz gets the razz in a cyclone of thrills.

What happens when a Broadway flapper tries to vamp a cow-boy?

The most popular pictures today are the Zane Grey stories produced by Paramount. Here's the latest one.

A cowboy can hogtie a steer in two minutes. How long does he take to tame a flapper? See "Code of the West" of the West"

East is East, and West is West, and in "Code of the twain DO meet with most entertaining results!

All the stirring action and wholesome romance of Zane Grey's masterpiece living before your eyes.

When wild West and wild women meet—THAT'S entertainment!

Come and see why over a million copies of this story have been sold in the bookstores.

The greatest roundup of high class entertainment in town.

DEPARTMENT OF ADVERTISING AIDS
AT MUCH LESS THAN COST

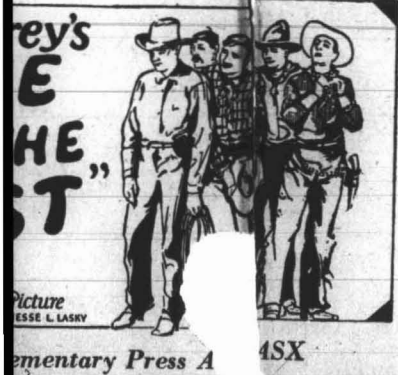
Zane Grey's "CODE OF THE WEST"

WITH
OWEN MOORE
CONSTANCE BENNETT
MABEL BALLIN
CHARLES OGLE
DAVID BUTLER



PRESENTED BY
ADOLPH ZUKOR AND JESSE L. LASKY
A Paramount Picture

THE story of a New York flapper who tried to vamp a cowboy, and was tamed and taught the "Code of the West."



am Paragraphs

Three-column Newspaper Advertisement 3A

a cyclone of thrills.
adway flapper tries to vamp a cow-
s today are the Zane Grey stories
ere's the latest one.
er in two minutes. How long does
See "Code of the West."
West, and in "Code of the West"
st entertaining results!
wholesome romance of Zane Grey's
r eyes.
women meet—THAT'S entertain-
billion copies of this story have been
gh class entertainment

Zane Grey's
"CODE OF THE WEST"
A Paramount Picture
PRESENTED BY ADOLPH ZUKOR and JESSE L. LASKY
With
OWEN MOORE
CONSTANCE BENNETT, MABEL BALLIN
CHARLES OGLE, DAVID BUTLER
AMERICA'S favorite stars in a great Western romance by America's favorite author. Produced by



Owen Moore and Constance Bennett
in Zane Grey's "Code of the West" A Paramount Pictures

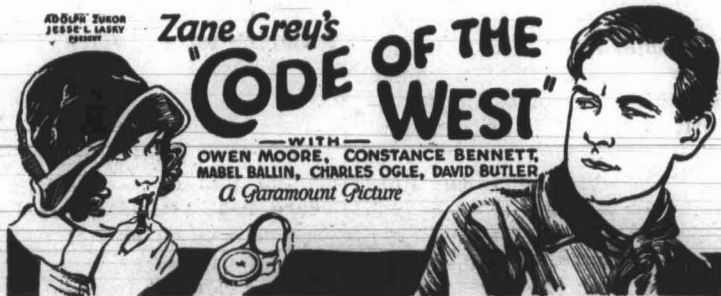
Two-column Production Mat 2P

THRILL one: The greatest
I forest fire scenes ever
screened!

Thrill two: The thousand
foot leap of horse and rider
from cliff to river!

And the other hundred
thrills are just as real and
heart-quickenning!

Four-column Newspaper Advertisement 4A



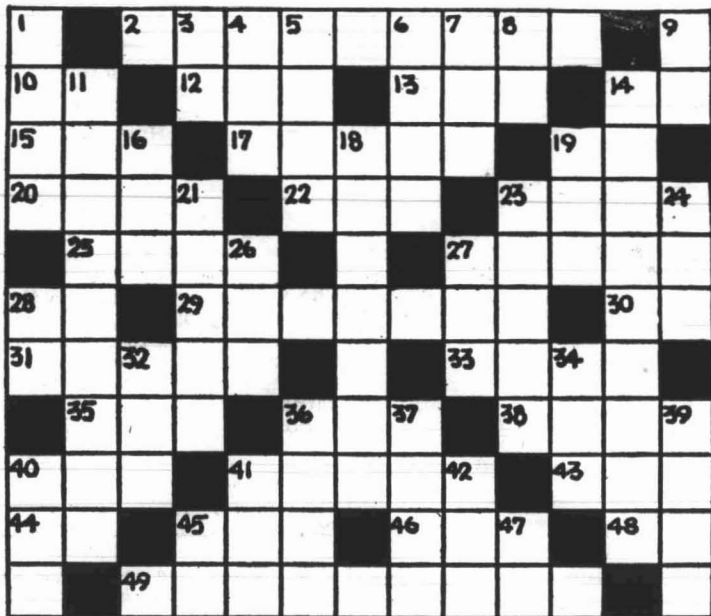
THE code of the flapper vs. the
"Code of the West."

A big romance rodeo that prom-
ises you a thrill a minute.

Screen play by Lucien Hubbard
Directed by William K. Howard

THEATRE NAME

Two-column Supplementary Press Ad 2AS



HORIZONTAL

2. First name of popular picture star
10. One top of
12. At once
13. To succeed
14. By or near
15. A razor clam
17. An amount on which rates are assessed
19. Porto Rico (abbr.)
20. Organ of hearing (pl.)
22. To peer into
23. A market
25. A circular band
27. Biblical word of unknown meaning
28. Obsolete (abbr.)
29. Last name of a well-known moving picture star
30. Point of the compass
31. A high temperature (med.)
33. A burglar (slang)
35. Ever (contraction)
36. Sister (contraction)
38. Sketched
40. Skill
41. Small (French)
43. Part of the verb "to be"
44. New York (abbr.)
45. Contend
46. A great many
48. Steamship (abbr.)
49. Entire name of a well-known moving picture star

VERTICAL

1. A unified body of law
3. A preposition
4. Neither
5. To exchange
6. At a distance
7. Nothing
8. Cnaeus (abbr.)
9. Pronoun
11. Name of a popular moving picture villain
14. Fixers
16. Brother (abbr.)
18. Passage
19. A comrade
21. Serious
23. Apportioned
24. Definite article
26. By
27. A pen
28. From
32. Veterinary (abbr.)
34. An affection for (Irish)
36. Observed
37. A grain storehouse
39. Point of the compass
40. A conjunction
41. A form of pastry
42. Also
45. Very worshipful (abbr.)
47. The initials of a great American

CODE OF THE WEST

Two-column Press Advertisement 2AX

(One-col. mats of solution available upon request)



Two-column Supplementary Press A 4SX

Ad or Program Paragraphs

When jazz gets the razz in a cyclone of thrills.

What happens when a Broadway flapper tries to vamp a cow-
boy?

The most popular pictures today are the Zane Grey stories
produced by Paramount. Here's the latest one.

A cowboy can hogtie a steer in two minutes. How long does
he take to tame a flapper? See "Code of the West."

East is East, and West is West, and in "Code of the West"
the twain DO meet with most entertaining results!

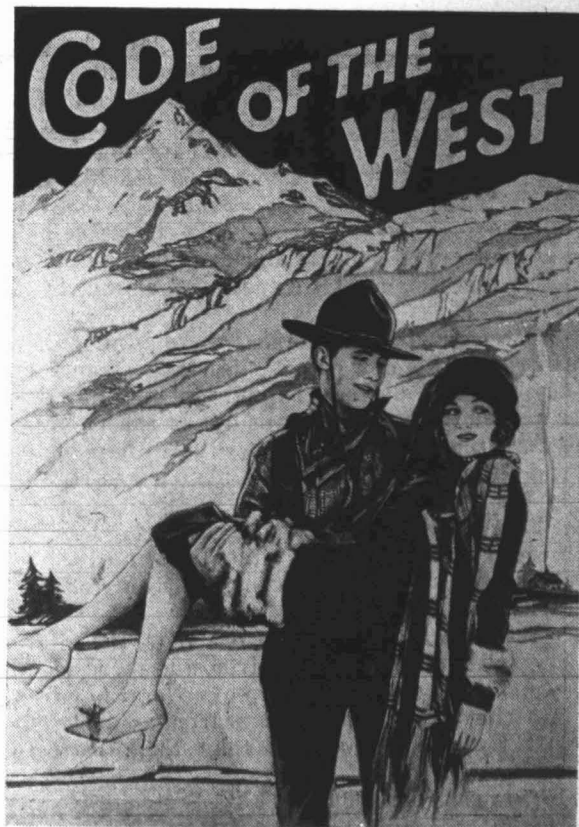
All the stirring action and wholesome romance of Zane Grey's
masterpiece living before your eyes.

When wild West and wild women meet—THAT'S entertain-
ment!

Come and see why over a million copies of this story have been
sold in the bookstores.

The greatest roundup of high class entertainment in town.

If you like to be thrilled; if you like to see a pretty girl and a
brave man fighting through dangers to happiness—see "Code
of the West."



Col

On th
effective
colored
West."

Inside
tains a no
clever
copy.

Back p
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Only \$



PRESENTED BY
ADOLPH ZUKOR AND JESSE L. LASKY
A Paramount Picture

THE story of a New York flapper who tried to vamp a cowboy, and was tamed and taught the "Code of the West."

am Paragraphs

a cyclone of thrills.

Midway flapper tries to vamp a cow-

today are the Zane Grey stories
re's the latest one.

er in two minutes. How long does
see "Code of the West."

West, and in "Code of the West"
st entertaining results!

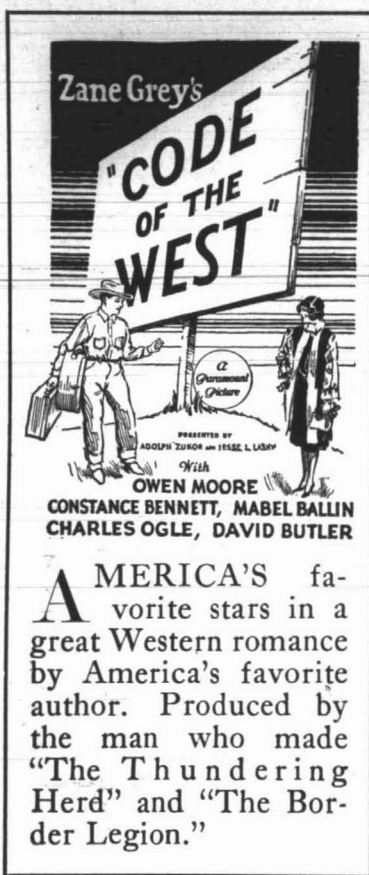
wholesome romance of Zane Grey's
eyes.

women meet—THAT'S entertain-

million copies of this story have been

gh class entertainment in town.

f you like to see a pretty girl and a
dangers to happiness—see "Code



One-column Press Ad 1A

Colored Herald

On the left is illustrated the effective cover of the four-page colored herald on "Code of the West."

Inside double-page spread contains a novel layout of scenes and clever, curiosity-compelling copy.

Back page left blank for theatre name, dates, etc.

Only \$3.00 per 1,000.



Owen Moore and Constance Bennett
in Zane Grey's "Code of the West" A Paramount Pictures

Two-column Production Mat 2P

Zane Grey's

"CODE OF THE WEST"

A
Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



OWEN MOORE, CONSTANCE BENNETT, MABEL BALLIN
CHARLES OGLE, DAVID BUTLER

ZANE GREY'S story of a Broadway belle who came out to spread a little love among the cowboys.

Packed with action, gay with romance.

Screen play by Lucien Hubbard—Directed by William K. Howard

Two-column Press Advertisement 2A

CONVERT THIS PICTURE INTO WITH THIS VALUABLE PU

Film Stars Risk Lives in Picture

Owen Moore and Constance Bennett Display Courage in "Code of the West"

DROPPING several hundred feet from an inferno of fire into the rocky bed of a river is one of the hazardous feats accomplished by Owen Moore and Constance Bennett during the filming of the Zane Grey-Paramount production, "Code of the West."

"The scene required more nerve than anything I have ever seen," declared director William K. Howard, after it was over. "Yet neither Mr. Moore nor Miss Bennett would agree to use a double. They displayed what I believe is one of the greatest bits of courage ever brought out in a motion picture and I admire them for it tremendously."

In the photoplay both Moore and Miss Bennett are hemmed in on all sides by a terrific forest fire and their only hope of escape is to jump into the river far below. They make the leap and land in the stream where they are immediately rescued by a party waiting on the bank.

This scene comes as a fitting and tremendous climax to a series of tense, dramatic events which have their beginning when Miss Bennett, who impersonates a vivacious flapper from the East, goes West for her health, vamps Moore, a sturdy young cowboy, and then deliberately turns him down when he proposes.

The cowboy, unaccustomed to the viewpoint of the East, where such conduct is lightly regarded, determines to teach her a lesson. He kidnaps her, forces her, at the point of a gun, to marry him and then carries her off to his cabin in the forest wilderness. It is there that the forest fire traps them and then—well, then comes one of the mightiest thrills ever flashed on the screen.

"Code of the West" was adapted to the screen by Lucien Hubbard under the personal supervision of Zane Grey. Besides Moore and Miss Bennett, the cast boasts such well known and well liked players as Mabel Ballin, Charles Ogle and David Butler.

Horse Has Leading Role In Zane Grey Photoplay

To Greylock, II, prize mount at the Paramount studio, goes the honor of having carried more prominent people on his back than any other animal of the equine world. The horse has taken part in fifty motion pictures and has been ridden by almost every important star and featured player in the industry.

In Zane Grey's "Code of the West," which William K. Howard directed for Paramount, the animal was used throughout the production and was shipped in a special car to the Tonto Basin, Arizona, where a large part of the picture was filmed.

In one scene, Greylock, II, raced with a motor car and let it be recorded to his credit that he won the race. For another sequence, the horse was with Owen Moore and Constance Bennett, the two leading players in the photoplay, when they were hemmed in by a forest fire. They escaped by riding through the flames and leaping from a steep cliff into a river.

No player in the entire production worked harder, enjoyed his work more or was treated with greater kindness than Greylock, II. Incidentally, it may be of interest to mention that he is a noble-looking steed, measures fourteen hands and is valued at several thousand dollars.

"Code of the West" was scenarized by Lucien Hubbard and includes in its cast Mabel Ballin, Charles Ogle and David Butler. The story deals with a Broadway flapper who invades the West of the cowboys, and learns about loving from them.

Paramount's "Code of the West" Something New in Western Films

Picture Based on Famous Zane Grey Story Chock-full of Action and Thrills Yet Lacks Two-Gun Villain

READERS of Zane Grey novels and film fans who have enjoyed the screen adaptations of his red-blooded stories are certain to be considerably surprised and not a little startled when they see the picture version of his latest book, "Code of the West." It opens at the Rialto Theatre next Sunday for a three days' run.

The striking thing about this new photoplay is that although it was written by Mr. Grey in his characteristic vivid and colorful style, with a rugged western setting, there isn't a single pistol shot fired in the entire production and only on two occasions are guns displayed. This phenomenon is explained by the fact that the conventional, double-dyed, two-gun villain, heretofore considered an essential character in every Zane Grey story, is conspicuously missing from "Code of the West." Furthermore, the story deals with the West of today. For Zane Grey these are radical departures.

The plot primarily concerns itself with the romance of a cowboy and a flapper. The girl, who goes out west for her health, typifies the jazz life of the east. She deliberately plans to attract the sturdy young westerner, but laughingly turns him down when he proposes. But in the west such conduct is not easily condoned as she learns to her dismay. The cowboy forces her to marry him and then—but what happens after that you will have to find out for yourselves from the picture.

Owen Moore, popular film player has the leading male role. Constance Bennett, because of her acting ability, youth and screen charm was selected to play the part of the flapper. Others in the cast who are featured include Mabel Ballin, Charles Ogle and David Butler.

William K. Howard, who produced the picture, has done a workmanlike job. He deserves an especial pat on the back for his effective handling of the big scenes in the production—notably, an exciting automobile-horse race and a tremendous forest fire.

It is his shrewd direction, coupled with Lucien Hubbard's skilful adaptation and the fact that the story was photographed in the exact locale described by the author—Tonto Basin, Arizona, one of the most primitive wildernesses in the United States—that gives "Code of the West" the distinction of being something new in western films.

Owen Moore Adopts "Treat 'Em Rough" As His Motto and Triumphs in Latest Zane Grey Film

The metamorphosis of Owen Moore from a shy, awkward cowboy to a blustering, "treat-'em-rough" caveman in Paramount's film version of Zane Grey's absorbing story, "Code of the West" is one of the most interesting and intelligent characterizations that this sterling actor has ever portrayed on the screen.

His is easily the outstanding performance in this picture which includes in its cast such prime favorites and capable players as Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

The story of the "Code of the West," which Lucien Hubbard adapted to the screen, raises the intriguing question: Does the average woman want a gentleman or a caveman? Observation leads one to the belief that some women prefer to be wooed gently while others can be won only by the vital, rugged, dominating he-man. It all depends—on the woman!

In the photoplay, Moore tries to win the love of Miss Bennett by the gentler arts of persuasion and devotion. When those fail, he changes his tactics and turns caveman. He practically kidnaps her, forces her, at the point of a gun, to marry him and then carries her off to his cabin.

It is difficult to surmise how it would all end in real life. They might live happily ever after, and then again they might not. In the screen production, however, there is an unexpected climax, in the shape of a tremendous forest fire, which changes the whole course of the story.

There may be a difference of opinion regarding the psychological aspects of the film, but there will be no question about its entertainment values. "Code of the West" has been very deftly directed by William K. Howard,

contains every necessary fan element and will appeal to the overwhelming majority of movie-goers.

"Code of the West" Is Directorial Triumph for William K. Howard, Young Paramount Producer

The unmistakable success that "Code of the West" has scored with native picture-goers and audiences everywhere is further evidence of Paramount's wisdom in signing William K. Howard, under whose direction this picturization of Zane Grey's novel was produced, to a long term contract. The youthful producer displays in this picture a directorial shrewdness that would do credit to a veteran.

Filmdom has its eye on Howard, for his accomplishments thus far prove that his feet are firmly planted on the ladder that leads to directorial fame and fortune. To say that "Code of the West" is only his third producing effort is to emphasize his meteoric rise.

The first picture he made for Paramount was Zane Grey's "The Border Legion." The widespread approval with which it was received encouraged the Paramount officials to entrust him with the responsible task of transferring to the screen Mr. Grey's epic story "The Thundering Herd." Their confidence in his ability was fully justified for that photoplay was unanimously acclaimed by the public and hailed by the critics as a worthy successor to "The Covered Wagon" and "North of 36."

"Code of the West" differs from the other Zane Grey stories in that it deals with the West of today. It is an up-to-date rip-roaring romance, chock-full of action, drama, love and some genuine laughs.

Howard, himself, insists that the greater share of the praise and credit is due to Lucien Hubbard, who adapted the story to the screen, and the members of the cast which includes Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

In a talk addressed to the entire "Code of the West" company on the eve of the picture's completion, Howard said: "The cooperation you have given me is nothing less than marvelous and I want you to know I appreciate it. While we were on location in the Tonto Basin, Arizona, miles away from civilization and home conveniences, you proved yourselves real

Star Cast In Latest Paramount

"Code of the West" Includes Some of Filmdom's Most Popular Players

OF THE many worth while and impressive features in the picture, the one thing that stands above everything else in Paramount's latest thriller, "Code of the West" which opened last night at the Rialto is the individual and collective performances of the talented cast.

It is quite evident that William Howard, who produced the picture, exercised unusual care in the selection of the players, for even the minor parts are played by actors of long experience and recognized ability.

The leading roles in the capital hands of some of filmdom's most popular favorites. Owen Moore, whose ingratiating personality is well known to film fans, leads the list of featured players in the part of the awkward, Arizona cowboy who turns caveman to win the love of a girl.

Constance Bennett, one of the most promising of the new crop of screen luminaries, plays the feminine lead opposite Moore. Mabel Ballin, who starred in many notable film productions and scored so heavily in "Vality Fair," Charles Ogle, famous character actor, and David Butler, popular heavy, are the other featured players.

The supporting cast includes Lillian Leighton, Edward Gribbon Gertrude Short, Pat Hartigan and Frankie Lee.

The story of "Code of the West" was adapted by Lucien Hubbard from the novel of the same name by Zane Grey and centers around a flirtatious flapper and a romantic cowboy. The picture is filled with thrills, love interest, comedy and human appeal. There are several melodramatic high spots, including an exciting automobile-horse race and a tremendous forest fire.

Author's Life Story Thrilling as Novel

The story of Zane Grey's own life would make as interesting reading as his novels!

Born in Zanesville, Ohio, he comes of a line of hunters, farmers and sturdy pioneers. From them he inherited a strain of "wild" blood.

As a boy, he was fond of swimming, fishing or hunting. He was fond of books, especially Scott and Cooper. As a young man he played baseball at the University of Pennsylvania and became such an enthusiast that his parents strained him from going into the major league.

Millions of fiction readers tell every reason to feel grateful to Zane Grey for the many enthralling stories he has written under the light of day. He had adopted a badly translated barbarian career.

Paramount recently produced the screen his latest novel, "Code of the West." It is a present day story of life in the Arizona mountains with its share of the brand of thrills and red-blooded action for which all the Zane Grey stories are noted.

Among the many prominent players in this production, which William K. Howard produced from the screen adaptation of Lucien Hubbard, are Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

Aha! A Film Paradox!

They were the bitterest of enemies during the day!

At night they lived together! Such was the paradoxical situation of Owen Moore and David Butler.

RE INTO DOLLARS AND CENTS ABLE PUBLICITY MATERIAL

Star Cast In Latest Paramount

"Code of the West" Includes
Some of Film
dom's Most
Popular Players

OF THE many impressive features in the picture, the one thing that stands out above everything else in Paramount's latest thriller, "Code of the West," is the individual performances of the cast. It is quite evident that William K. Howard, who produced the picture, exercised unusual selection of the players, for even the minor parts are played with long experience and ability.

The leading roles are played by some of the most popular favorites, whose ingratiating personalities are well known to film fans. The part of the cowboy who turns love of a girl, one of the most promising of the new luminaries, plays the opposite Moore. Mabel Ballin, who starred in many notable roles and scored so recently in "Vanity Fair," Charles Ogle, famous character actor, and David Butler, popular heavy, are the other featured players.

The supporting cast includes Lillian Leighton, Gertrude Short, P. Frank Lee.

The story of "Code of the West" was adapted by Lucien Hubbard from the novel of the same name by Zane Grey and centers around a flapper and a romantic cowboy. The picture is filled with interest, comedy and human appeal. There are several spots, including an automobile race and a forest fire.

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As a boy, he preferred swimming, fishing or hunting to school and work. He was fond of books, especially Scott and Cooper. As a young man he played baseball at the University of Pennsylvania and became such an enthusiast that it was with difficulty his parents restrained him from going into the major league.

Millions of fiction readers the world over have every reason to feel grateful to Zane Grey's folks, for it is a certainty that the many enthralling stories he has written would never have seen the light of day if he had adopted a barbarian career. Paramount recently translated to the screen his latest novel, "Code of the West." It is a present day story of life in the Arizona mountains with its share of the brand of thrills and red-blooded action for which all of the Zane Grey stories are noted.

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Such was the paradoxical situation

Zane Grey-Paramount Film Has Thundering Melodramatic Climax

Raging Forest Fire Is Spectacular and Realistic Feature of
New Outdoor Thriller, "Code of the West"

PICTURE-GOERS with a penchant for real old-fashioned melodrama will find "Code of the West" a very satisfying screen dish. This picturization of Zane Grey's great novel of the same name, which was produced for Paramount by William K. Howard from the film adaptation by Lucien Hubbard, opened a three days' run last night at the Rialto Theatre.

Melodrama runs rampant throughout this photoplay which finally winds up with one of the most melodramatic climaxes, in the shape of a roaring forest fire, that has ever been flashed upon the screen.

The story itself departs from the regulation plot formula and introduces several new dramatic situations and comic touches. The action revolves around a lovely little flapper from New York who is compelled to go to Arizona for her health. She chooses the Thurman ranch as her temporary abode because her sister, the neighborhood school teacher, is boarding there.

All of the ranch hands fall in love with her, but she singles out for her attentions Cal Thurman, the shy, awkward younger son of the family. Eventually he summons up enough courage to propose to her and receives the shock of his life when she coldly turns him down. And to add insult to injury, she deliberately flirts with Bid Hatfield, manager of a neighboring ranch and Cal's deadly enemy.

Maddened with jealousy and anger, the young cowboy determines upon a bold course of action. He kidnaps her, forces her to marry him and then carries her off to a cabin he had recently built. There is no telling what might have happened, had not a forest fire unexpectedly broken out and forced them to forget their hatred and attempt to save themselves from the flames.

The fire is the spectacular highspot in the film and is pictured in all its terrifying realism. So deftly has Director Howard handled this climax that the suspense is maintained right up to the last few feet of film.

Owen Moore gives a great performance as the cowboy who turns caveman, and Constance Bennett scores a distinct personal triumph as the flirtatious flapper. Mabel Ballin, Charles Ogle and David Butler are the other three players who have leading roles in the picture.

Constance Bennett Has Delightful Flapper Role in Zane Grey-Paramount Film Thriller

Of the quintet of featured players who portray the leading roles in William K. Howard's latest Paramount picture, "Code of the West," particular interest attaches to Constance Bennett, one of the most talented of the new crop of screen "finds."

When Jesse L. Lasky, first vice president of Famous Players-Lasky Corporation, in charge of production, signed Miss Bennett on a long-term contract with Paramount, he gave that promising young player an opportunity to make a name in the motion picture industry that will rival the reputation which her parents Richard Bennett and Adrienne Morrison have made on the legitimate stage.

Born in New York City, she was educated in that city and in Switzerland. Hers is a particularly appealing type of feminine loveliness for she has blonde hair and blue eyes. She is five feet four and one half inches tall and weighs one hundred and eight pounds.

Miss Bennett was trained for a career as a dancer, but the lure of the silver screen was too strong to be resisted and she finally abandoned the ballet for the movies. Prior to her signing as a Paramount featured player, she played in but three screen plays, "What's Wrong With the Women," "Cytherea" and James Cruze's "The Goose Hangs High." Her work in the last named picture, a Paramount production, contributed to the winning of the long-term contract.

In "Code of the West," a film adaptation by Lucien Hubbard of Zane Grey's famous story, Miss Bennett has a part very much to her liking, that of a jazzy, flirtatious flapper. It is a role that offers full scope for her remarkable histrionic ability and she portrays it with a naturalness and sincerity that is sure to win her new laurels.

Owen Moore, Mabel Ballin, Charles Ogle and David Butler are the other four players with whom Miss Bennett shares featured honors.

Charles Ogle, Veteran Stage and Screen Player, Is Featured in "Code of the West"

Charles Ogle, Paramount featured player in William K. Howard's screen production of Zane Grey's melodramatic romance, "Code of the West," is one of the few men in filmdom who have won international reputation by playing small roles.

The veteran screen actor has appeared in over five hundred motion pictures, yet in not a single one of these has he had a part which has carried itself prominently from the opening flicker to the final fade-out. In some manner, he is either killed or disappears somewhere between the first and last reels of the production. It may be stated parenthetically that in "Code of the West," the director lets him live!

Ogle has had a varied and interesting career. His life story reads like a movie scenario and is milestoned with highlights. Born in Pennsville, Ohio, the son of an itinerant Methodist minister, he studied law at the Illinois College of Law. After receiving his degree, he practiced in Hammond, Indiana, for many years, during which time he ran for the position of Judge of the Circuit Court. Although defeated by a very narrow margin, Ogle, who is noted for his frankness, became disgusted with the underhand methods of local politicians and abandoned both politics and his practice of law.

Following his career as a lawyer, he took up stage work and, prior to his retirement from the legitimate, gained the distinction of having played a greater variety of parts and in more cities than any other actor in the United States.

His first motion picture experience was with the Edison company in the days when nickel shows and dime museums went hand in hand. After six years with this organization, he joined the staff of D. W. Griffith and eventually transferred his make-up box to the Paramount studio, with which organization he has been associated ever since, a period of over eight years.

Press Reviews

(Review No. 1)

"CODE OF THE WEST," Paramount's film version of Zane Grey's stirring novel of the same name, which opened last night at the Rialto Theatre, shows you what happens when a flapper from the wide open places of the East meets a cowboy from the great open spaces of the West.

The resultant romance leads to some very interesting situations, develops some fast and furious action, flavored with considerable comedy, and builds to as melodramatic a climax as has ever been flashed upon the screen.

The theme of the story brings out the striking contrast in the viewpoints of the East and the West. The plot concerns Georgie May Stockwell, a typical New York flapper, who goes to Arizona for her health and bumps all the cowboys at the Thurman ranch. In particular, she brings to bear all her feminine charms on Cal Thurman, the shy, awkward, younger son of the family, with the result that he falls desperately in love with her and finally proposes.

From that point the action takes an unexpected turn, for Georgie, with characteristic feminine perversity, turns him down, and Cal, with equally characteristic western directness, forces her, at the point of a gun, to marry him. The subsequent events involve a strange honeymoon in a lonely cabin which is interrupted by a raging forest fire that solves the love tangle in thrilling and dramatic fashion.

Owen Moore, as the young cowboy who turns caveman, gives a very creditable performance; and Constance Bennett, as the flirtatious flapper, has opportunities out of the ordinary for splendid acting and makes the most of them. Others who deserve honorable mention include Mabel Ballin, Charles Ogle and David Butler.

"Code of the West" has been very carefully adapted to the screen by Lucien Hubbard, and the production as a whole is one of which William K. Howard, who directed it, has every reason to feel proud.

(Review No. 2)

A rousing romance, seasoned with several spectacular thrills and some genuine laughs—that's "Code of the West," the new Paramount film that made its debut last night at the Rialto Theatre. It's a picturization of the story of the same name by the

well known Zane Grey.

The author has every reason to feel grateful to Lucien Hubbard, who wrote the screen version, and William K. Howard, who directed the picture, for the plot has lost none of its virility and vitality by its transfer to the silver sheet. Moreover, the actual locations mentioned in the book—the picturesque and rugged country in the Tonto Basin, Arizona—were used as backgrounds, so that the colorful scenery is not the least of the photoplay's worth-while features.

Interest in the picture is further heightened by the performances of an exceptional cast headed by a quintet of popular players including Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

The action of the story deals with the romance of Miss Bennett, a vivacious little flapper from the East, and Owen Moore, a somewhat bashful cowboy from the West. Miss Bennett's flirtatious ways provoke Moore, who is genuinely in love with her, into using caveman tactics and forcing her to marry him at the point of a gun.

The surprising developments that follow lead up to a thundering climax that furnishes the nth degree of excitement and thrills. Two of the many tremendous scenes in the picture include a dynamic automobile-horse race and raging forest fire.

only hope of escape is to jump into the river far below. They make the leap and land in the stream where they are immediately rescued by a party waiting on the bank.

This scene comes as a fitting and tremendous climax to a series of tense, dramatic events which have their beginning when Miss Bennett, who impersonates a vivacious flapper from the East, goes West for her health, vamps Moore, a sturdy young cowboy, and then deliberately turns him down when he proposes.

The cowboy, unaccustomed to the viewpoint of the East, where such conduct is lightly regarded, determines to teach her a lesson. He kidnaps her, forces her, at the point of a gun, to marry him and then carries her off to his cabin in the forest wilderness. It is there that the forest fire traps them and then—well, then comes one of the mightiest thrills ever flashed on the screen.

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In Zane Grey's "Code of the West," which William K. Howard directed for Paramount, the animal was used throughout the production and was shipped in a special car to the Tonto Basin, Arizona, where a large part of the picture was filmed.

In one scene, Greylock, II, raced with a motor car and let it be recorded to his credit that he won the race. For another sequence, the horse was with Owen Moore and Constance Bennett, the two leading players in the photoplay, when they were hemmed in by a forest fire. They escaped by riding through the flames and leaping from a steep cliff into a river.

No player in the entire production worked harder, enjoyed his work more or was treated with greater kindness than Greylock, II. Incidentally, it may be of interest to mention that he is a noble-looking steed, measures fourteen hands and is valued at several thousand dollars.

"Code of the West" was scenarized by Lucien Hubbard and includes in its cast Mabel Ballin, Charles Ogle and David Butler. The story deals with a Broadway flapper who invades the West of the cowboys, and learns about loving from them.

New Paramount Picture Has Picturesque Locale

One of the few spots in the United States civilization has not penetrated is the Tonto Basin in Arizona, where William K. Howard, Paramount director, recently completed filming Zane Grey's "Code of the West."

The Tonto Basin country was selected as the logical location for the picture by Mr. Grey himself not alone because of its primitive wilderness and rugged, picturesque landscape, but also because it is the original locale of the story as he wrote it.

The trip of the "Code of the West" company into this wilderness was one of the most difficult ever made by a motion picture outfit. All supplies were hauled into the location by pack horses over many miles of rocky trail. The nearest town, Payson, contained a population of three hundred and ten persons. Beyond that there was nothing except a few ranch houses for more than two hundred and sixty miles.

So primitive was the country that for a number of scenes in the picture it was necessary to build roads and construct bridges in order to transport the necessary equipment to the various location points of filming.

According to Mr. Grey, the story of "Code of the West" is based entirely on facts and actual incidents which happened in Payson and the immediate vicinity. The plot revolves around the romance of a cowboy and a Broadway flapper. Comedy, red-blooded action, jazz and typical Zane Grey thrills sweep through this production, reaching the climax in the greatest forest fire scenes ever filmed.

The cast is one of the finest and includes Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

like job. He deserves an especial pat on the back for his effective handling of the big scenes in the production—notably, an exciting automobile-horse race and a tremendous forest fire.

It is his shrewd direction, coupled with Lucien Hubbard's skilful adaptation and the fact that the story was photographed in the exact locale described by the author—Tonto Basin, Arizona, one of the most primitive wildernesses in the United States—that gives "Code of the West" the distinction of being something new in western films.

Owen Moore Adopts "Treat 'Em Rough" As His Motto and Triumphs in Latest Zane Grey Film

The metamorphosis of Owen Moore from a shy, awkward cowboy to a blustering, "treat-'em-rough" caveman in Paramount's film version of Zane Grey's absorbing story, "Code of the West" is one of the most interesting and intelligent characterizations that this sterling actor has ever portrayed on the screen.

His is easily the outstanding performance in this picture which includes in its cast such prime favorites and capable players as Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

The story of the "Code of the West," which Lucien Hubbard adapted to the screen, raises the intriguing question: Does the average woman want a gentleman or a caveman? Observation leads one to the belief that some women prefer to be wooed gently while others can be won only by the vital, rugged, dominating he-man. It all depends—on the woman!

In the photoplay, Moore tries to win the love of Miss Bennett by the gentler arts of persuasion and devotion. When those fail, he changes his tactics and turns caveman. He practically kidnaps her, forces her, at the point of a gun, to marry him and then carries her off to his cabin.

It is difficult to surmise how it would all end in real life. They might live happily ever after, and then again they might not. In the screen production, however, there is an unexpected climax, in the shape of a tremendous forest fire, which changes the whole course of the story.

There may be a difference of opinion regarding the psychological aspects of the film, but there will be no question about its entertainment values. "Code of the West" has been very deftly directed by William K. Howard, contains every necessary fan element and will appeal to the overwhelming majority of movie-goers.

"Code of the West" Is Directorial Triumph for William K. Howard, Young Paramount Producer

The unmistakable success that "Code of the West" has scored with native picture-goers and audiences everywhere is further evidence of Paramount's wisdom in signing William K. Howard, under whose direction this picturization of Zane Grey's novel was produced, to a long term contract. The youthful producer displays in this picture a directorial shrewdness that would do credit to a veteran.

Filmdom has its eye on Howard, for his accomplishments thus far prove that his feet are firmly planted on the ladder that leads to directorial fame and fortune. To say that "Code of the West" is only his third producing effort is to emphasize his meteoric rise.

The first picture he made for Paramount was Zane Grey's "The Border Legion." The widespread approval with which it was received encouraged the Paramount officials to entrust him with the responsible task of transferring to the screen Mr. Grey's epic story "The Thundering Herd." Their confidence in his ability was fully justified for that photoplay was unanimously acclaimed by the public and hailed by the critics as a worthy successor to "The Covered Wagon" and "North of 36."

"Code of the West" differs from the other Zane Grey stories in that it deals with the West of today. It is an up-to-date rip-roaring romance, chock-full of action, drama, love and some genuine laughs.

Howard, himself, insists that the greater share of the praise and credit is due to Lucien Hubbard, who adapted the story to the screen, and the members of the cast which includes Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

In a talk addressed to the entire "Code of the West" company on the eve of the picture's completion, Howard said: "The cooperation you have given me is nothing less than marvelous and I want you to know I appreciate it. While we were on location in the Tonto Basin, Arizona, miles away from civilization and home conveniences, you proved yourselves real troupers. In spite of the hardships we suffered, I did not hear a single complaint. When we were working night and day filming the forest fire scenes you again proved your loyalty. On behalf of Famous Players-Lasky Corporation, I thank you."

Siren Supplants Megaphone in Director's Affections During Filming of New Picture

Directing with a siren instead of a megaphone was the novel idea introduced by William K. Howard, Paramount director, who recently completed the film production of Zane Grey's "Code of the West."

During the making of this photoplay, a huge forest fire was being photographed. Howard found it impossible to raise his voice above the roar of the flames and the crash of burning trees, so he secured the most obstreperous siren in Los Angeles with which to signal orders.

The featured players in this picture include Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

awkward, Arizona cowboy who turns caveman to win the love of a girl. Constance Bennett, one of the most promising of the new crop of screen luminaries, plays the feminine lead opposite Moore. Mabel Ballin, who starred in many notable film productions and scored so heavily in "Vanity Fair," Charles Ogle, famous character actor, and David Butler, popular heavy, are the other featured players.

The supporting cast includes Lillian Leighton, Edward Gribbon, Gertrude Short, Pat Hartigan and Frankie Lee.

The story of "Code of the West" was adapted by Lucien Hubbard from the novel of the same name by Zane Grey and centers around a flirtatious flapper and a romantic cowboy. The picture is filled with thrills, love-interest, comedy and human appeal. There are several spots, including an exciting automobile-horse race and a tremendous forest fire.

Author's Life Story Thrilling as Novel

The story of Zane Grey's own life would make as interesting reading as his novels!

Born in Zanesville, Ohio, he comes of a line of hunters, farmers and sturdy pioneers. From them he inherited a strain of "blood."

As a boy, he preferred swimming, fishing or hunting to school and work. He was fond of books, especially sports books, and played baseball. As a young man he became such an enthusiast that his parents resented his going into the major league.

Millions of fiction world over have ever been grateful to Zane Grey for the many enthralling stories he has written. He has never had a light of day in his career since he had adopted a bat as his ally.

Paramount recently translated the novel, "Code of the West," into a present day story of life in the Arizona mountains with a red-blooded action for which all of the Zane Grey stories are noted.

Among the many in this production, which William K. Howard produced from the screen adaptation of Lucien Hubbard, are Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

Aha! A Film Paradox!

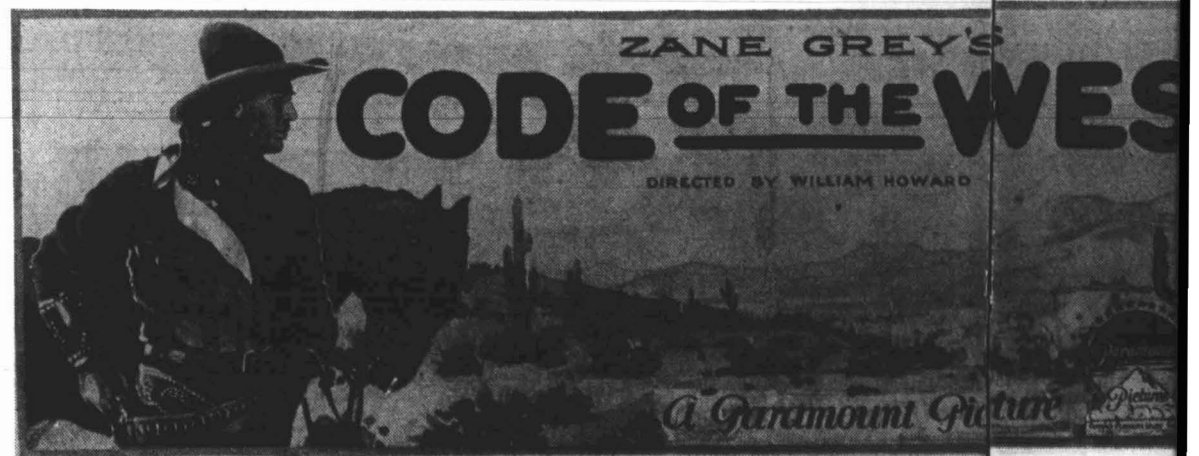
They were the bitterest of enemies during the day!

At night they lived together! Such was the paradoxical situation of Owen Moore and David Butler while on location in the Tonto Basin, Arizona, filming scenes for William K. Howard's production of Zane Grey's gripping novel, "Code of the West."

Throughout the story, Moore and Butler were enemies. Rivals in love and business, they clashed on several occasions and once they engaged in a terrific fight. In the event, however, the two made up, went into the cabin together and nursed each other's wounds.

"Code of the West" is a story of the great open spaces of Arizona where cowboys and flappers are scarce. It is a story of the great open spaces of Arizona where cowboys and flappers are scarce. It is a story of the great open spaces of Arizona where cowboys and flappers are scarce.

Special Colored Banner on



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Millions of fiction readers the world over have every reason to feel grateful to Zane Grey's folks, for it is a certainty that the many enthralling stories he has written would never have seen the light of day if he had adopted a barbarian career.

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the flames. The fire is the spectacular highspot in the film and is pictured in all its terrifying realism. So deftly has Director Howard handled this climax that the suspense is maintained right up to the last few feet of film.

Owen Moore gives a great performance as the cowboy who turns caveman, and Constance Bennett scores a distinct personal triumph as the flirtatious flapper. Mabel Ballin, Charles Ogle and David Butler are the other three players who have leading roles in the picture.

Constance Bennett Has Delightful Flapper Role in Zane Grey-Paramount Film Thriller

Of the quintet of featured players who portray the leading roles in William K. Howard's latest Paramount picture, "Code of the West," particular interest attaches to Constance Bennett, one of the most talented of the new crop of screen "finds."

When Jesse L. Lasky, first vice president of Famous Players-Lasky Corporation, in charge of production, signed Miss Bennett on a long-term contract with Paramount, he gave that promising young player an opportunity to make a name in the motion picture industry that will rival the reputation which her parents Richard Bennett and Adrienne Morrison have made on the legitimate stage.

Born in New York City, she was educated in that city and in Switzerland. Hers is a particularly appealing type of feminine loveliness for she has blonde hair and blue eyes. She is five feet four and one half inches tall and weighs one hundred and eight pounds.

Miss Bennett was trained for a career as a dancer, but the lure of the silver screen was too strong to be resisted and she finally abandoned the ballet for the movies. Prior to her signing as a Paramount featured player, she played in but three screen plays, "What's Wrong With the Women," "Cytherea" and James Cruze's "The Goose Hangs High." Her work in the last named picture, a Paramount production, contributed to the winning of the long-term contract.

In "Code of the West," a film adaptation by Lucien Hubbard of Zane Grey's famous story, Miss Bennett has a part very much to her liking, that of a jazzy, flirtatious flapper. It is a role that offers full scope for her remarkable histrionic ability and she portrays it with a naturalness and sincerity that is sure to win her new laurels.

Owen Moore, Mabel Ballin, Charles Ogle and David Butler are the other four players with whom Miss Bennett shares featured honors.

Charles Ogle, Veteran Stage and Screen Player, Is Featured in "Code of the West"

Charles Ogle, Paramount featured player in William K. Howard's screen production of Zane Grey's melodramatic romance, "Code of the West," is one of the few men in filmdom who have won international reputation by playing small roles.

The veteran screen actor has appeared in over five hundred motion pictures, yet in not a single one of these has he had a part which has carried itself prominently from the opening flicker to the final fade-out. In some manner, he is either killed or disappears somewhere between the first and last reels of the production. It may be stated parenthetically that in "Code of the West," the director lets him live!

Ogle has had a varied and interesting career. His life story reads like a movie scenario and is milestoned with highlights. Born in Pennsville, Ohio, the son of an itinerant Methodist minister, he studied law at the Illinois College of Law. After receiving his degree, he practiced in Hammond, Indiana, for many years, during which time he ran for the position of Judge of the Circuit Court. Although defeated by a very narrow margin, Ogle, who is noted for his frankness, became disgusted with the underhand methods of local politicians and abandoned both politics and his practice of law.

Following his career as a lawyer, he took up stage work and, prior to his retirement from the legitimate, gained the distinction of having played a greater variety of parts and in more cities than any other actor in the United States.

His first motion picture experience was with the Edison company in the days when nickel shows and dime museums went hand in hand. After six years with this organization, he joined the staff of D. W. Griffith and eventually transferred his make-up box to the Paramount studio, with which organization he has been associated ever since, a period of over eight years.

In "Code of the West," Ogle is the owner of a large ranch in Arizona around which most of the action of the story centers. Owen Moore, Constance Bennett, Mabel Ballin and David Butler are the other four prominent players who are featured.

Director Proves True Prognosticator!

"This story is exactly the kind I have always hoped some day to make. I never thought, however, it was possible for anyone to write one like it." Thus commented William K. Howard, Paramount director, after he had finished reading Zane Grey's famous story "Code of the West."

"The automobile-horse race," he added, "and the big fire sequences promise to furnish the acme of motion picture thrills. These coupled with the theme of the story and the powerful cast which has been assembled afford an unusual opportunity for an intensely interesting photoplay."

The finished picture proves that Howard was a true prophet. Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler make up the quintet of featured players.

From that point the action takes an unexpected turn, for Georgie, with characteristic feminine perversity, turns him down, and Cal, with equally characteristic western directness, forces her, at the point of a gun, to marry him. The subsequent events involve a strange honeymoon in a lonely cabin which is interrupted by a raging forest fire that solves the love tangle in thrilling and dramatic fashion.

Owen Moore, as the young cowboy who turns caveman, gives a very creditable performance; and Constance Bennett, as the flirtatious flapper, has opportunities out of the ordinary for splendid acting and makes the most of them. Others who deserve honorable mention include Mabel Ballin, Charles Ogle and David Butler.

"Code of the West" has been very carefully adapted to the screen by Lucien Hubbard, and the production as a whole is one of which William K. Howard, who directed it, has every reason to feel proud.

(Review No. 2)

A rousing romance, seasoned with several spectacular thrills and some genuine laughs—that's "Code of the West," the new Paramount film that made its debut last night at the Rialto Theatre. It's a picturization of the story of the same name by the

well known Zane Grey.

The author has every reason to feel grateful to Lucien Hubbard, who wrote the screen version, and William K. Howard, who directed the picture, for the plot has lost none of its virility and vitality by its transfer to the silver sheet. Moreover, the actual locations mentioned in the book—the picturesque and rugged country in the Tonto Basin, Arizona—were used as backgrounds, so that the colorful scenery is not the least of the photoplay's worth-while features.

Interest in the picture is further heightened by the performances of an exceptional cast headed by a quintet of popular players including Owen Moore, Constance Bennett, Mabel Ballin, Charles Ogle and David Butler.

The action of the story deals with the romance of Miss Bennett, a vivacious little flapper from the East, and Owen Moore, a somewhat bashful cowboy from the West. Miss Bennett's flirtatious ways provoke Moore, who is genuinely in love with her, into using caveman tactics and forcing her to marry him at the point of a gun.

The surprising developments that follow lead up to a thundering climax that furnishes the nth degree of excitement and thrills. Two of the many tremendous scenes in the picture include a dynamic automobile-horse race and raging forest fire.

Make it your business to see "Code of the West" if you are looking for the out-of-the-ordinary in film entertainment.

"Code of the West" Is a Roaring Western Romance

Flapperism comes in for a sound spanking and jazz receives a knock-out blow in Paramount's "Code of the West," which Lucien Hubbard adapted and William K. Howard produced from the Zane Grey novel of the same name.

The direct and drastic methods of the West were never better illustrated than in this absorbing photoplay in which a sturdy son of Arizona teaches a flapper daughter of New York the a-b-c of living and loving.

Pictured against marvelous natural backgrounds and abounding in breath-taking thrills, "Code of the West" unfolds its vivid, appealing story of the romance of Georgie May Stockwell, a frivolous little flapper, and Cal Thurman, a sturdy, virile cowboy.

The young westerner, unused to the ways of the East, falls an easy victim to the charms of Georgie, who flirts outrageously with him but laughs at him when he proposes to her. The realization that she has only been playing with him infuriates Cal and he forces her to marry him.

This is the beginning of an unusual series of events that reach a terrific climax during the height of a roaring forest fire. The manner in which Georgie and Cal escape paving the way to their ultimate reunion provides several mighty thrills and some great dramatic moments.

Owen Moore has the strong role of the cowboy-caveman, and Constance Bennett gives a good account of herself as the flighty, flirty flapper. Others in the cast are Mabel Ballin, Charles Ogle and David Butler.

Banner on This Production



**E GREY'S
CODE OF THE WEST**
BY WILLIAM HOWARD

Paramount Pictures

Ideal for lobby display!

It is 3 x 10 in size, colored in bold, commanding tones.

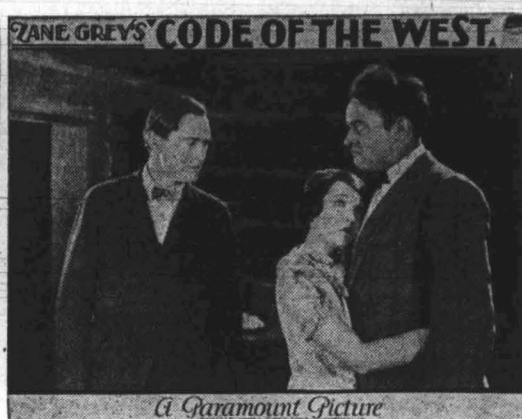
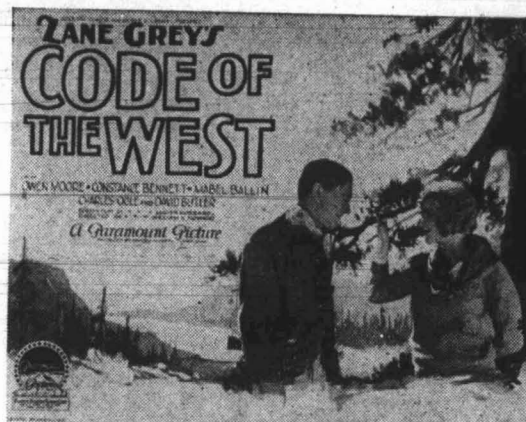
Folks will see it a mile off.

You get it ready to hang, at the cost price of \$2.00.



Zane Grey's "Code of the West" PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth



SET OF EIGHT COLORED LOBBY CARDS

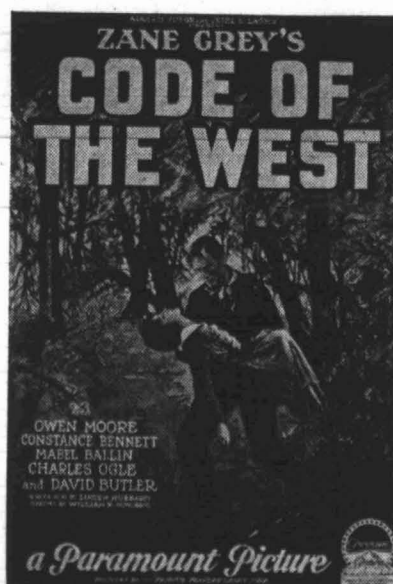
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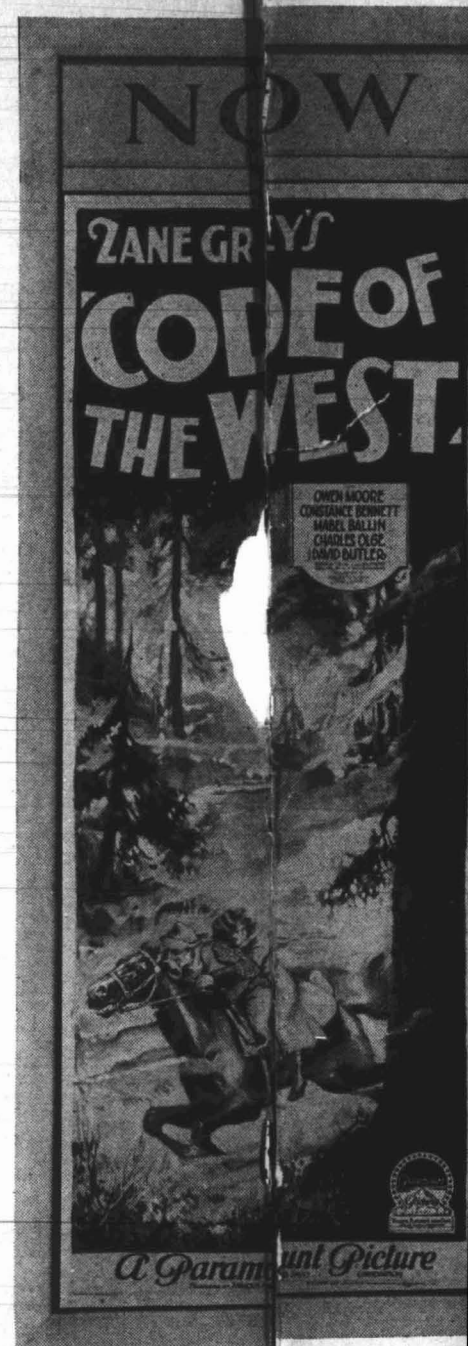
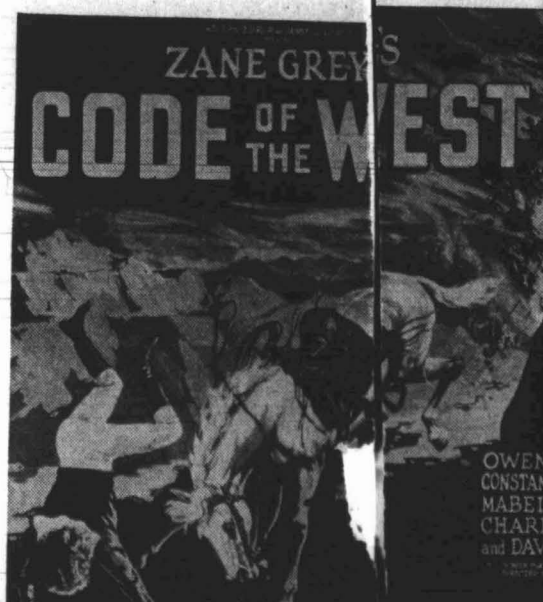
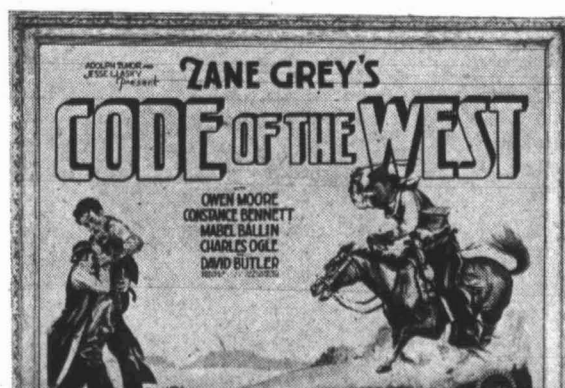
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POSTERS			
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Three Sheet (3A and 3B).....	.45	Supplementary (Two Column) (Adv. Only)...	.10
Six Sheet (6A).....	.75	Three Column15
Twenty-four Sheet (24A).....	2.40	Four Column (Adv. Only).....	.25
3' x 10' Banner	2.00	FOR GENERAL EXPLOITATION	
PHOTOS FOR YOUR LOBBY		GILT-EDGED FRAMES, (Size 17 x 43 in.)..	1.50
22 x 28 (Colored)40	Insert Cards (14 x 36 in. to fit above).....	.25
11 x 14 Set of Eight (Colored).....	.60	22 x 28 Gilt Frames	1.50
For Newspaper Ads		Heralds, per thousand.....	3.00
ADVERTISING CUTS		Cross Word Puzzle Books, Each.....	.08
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Two Column65	Announcement Slide15
Supplementary (Two Column).....	.25	Publicity Photos, Each.....	.10
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One Column05	126 W. 46th St., New York City	
		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	

Press Books and Music Cues are gratis.



Don't keep the pictures you run
a secret. There's cash in the
flash of peppy Paramount paper!



Colored Insert Card

CROSS WORD PUZZLE BOOKS

puzzles, each based on a "Sec
Famous Forty" picture. Unlim
exploitation possi bilities. Only
per book. Samples at your excha

Grey's "Code of the West" ER THAT PACKS THE PUNCH

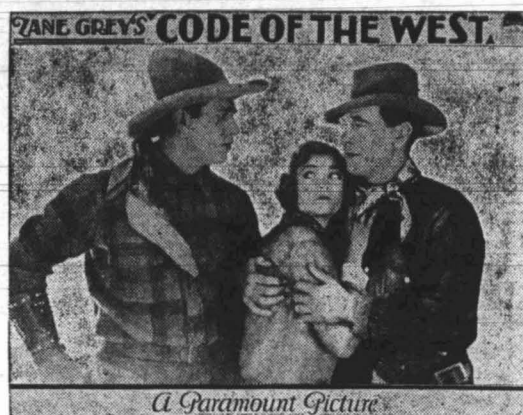
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Colored Insert Card

CROSS WORD PUZZLE BOOKS

...the suc... of cross word
 puzzles, each... Based on a "Second
 Famous Forty" picture. Unlimited
 exploitation possibilities. Only 8c
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Ad Catchlines

Are the he-men of the West flapper-proof?
 See "Code of the West."

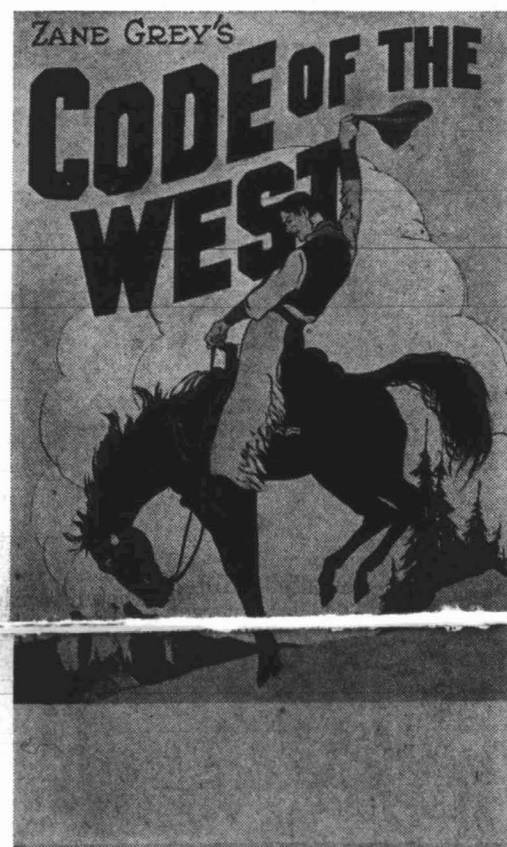
The story of another invasion of the West—
 when bobbed hair and rolled stockings con-
 quered the cowboys.

What happens when a pretty Broadway wild-
 flower is transplanted to Western soil?

Another bull's-eye in the great series of
 Zane Grey-Paramounts.

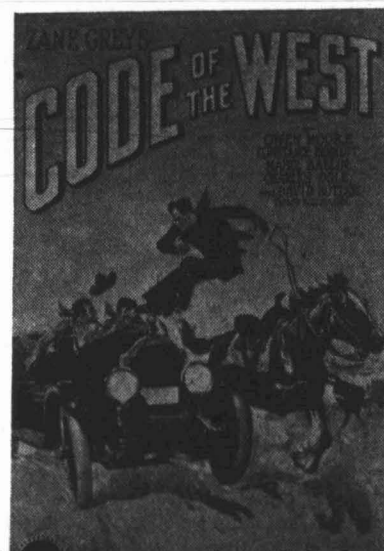
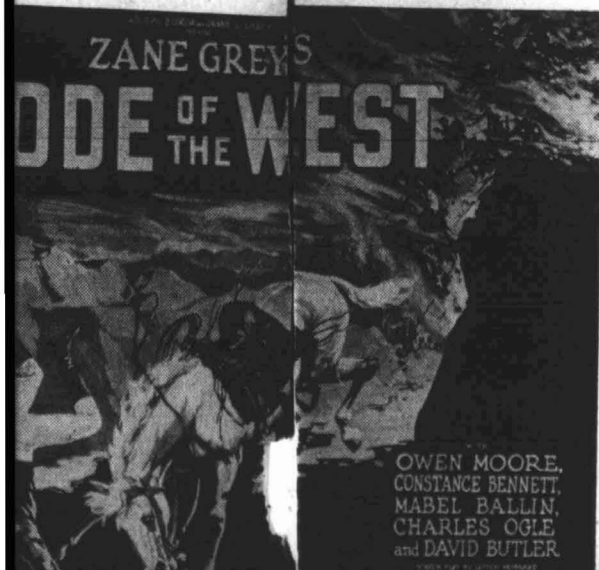
Zane Grey's comedy-romance-thriller pro-
 duced in God's own settings.

No thrills can touch these—
 —the astounding forest fire;
 —the desperate ride thru the flames;
 —the miraculous escape;
 —the race between horse and auto.



Window Card

Put the picture over the top by
 putting posters over the town.
 Here are real business-getters!





SET OF EIGHT COLORED LOBBY CARDS

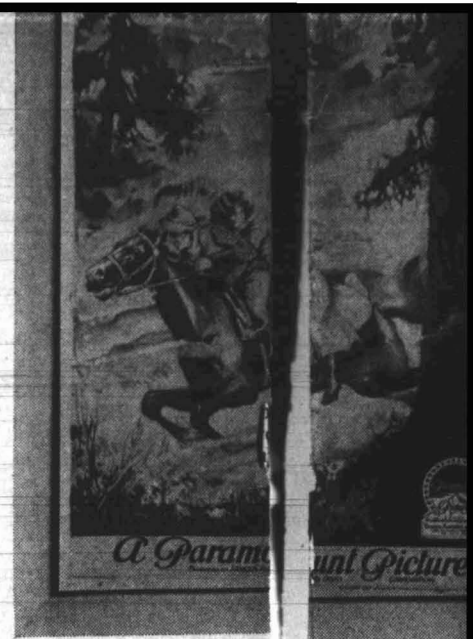
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One Column05	TRAINERS—National Screen Service	
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		845 So. Wabash Ave., Chicago, Ill.	
		917 So. Olive Street, Los Angeles, Cal.	

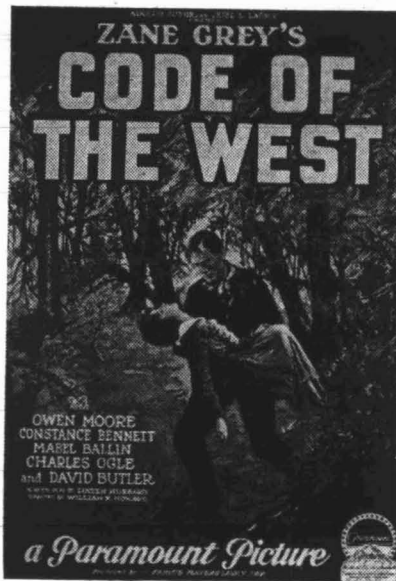
Press Books and Music Cues are gratis.



Colored Insert Card

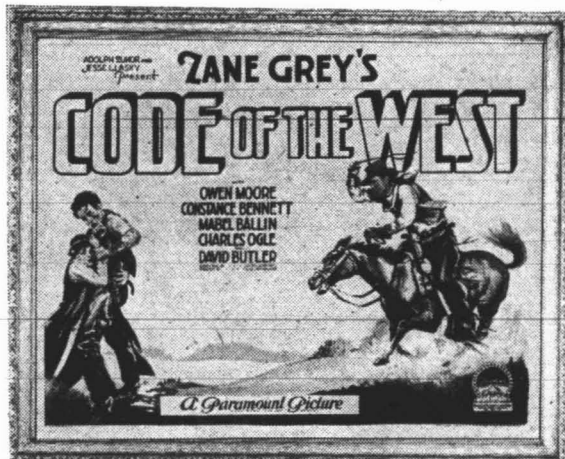
CROSS PUZZLE WORD BOOKS

puzzles, each based on a "Famous Forty" picture. Unlimited possibilities. One per book. Samples at your exchange.

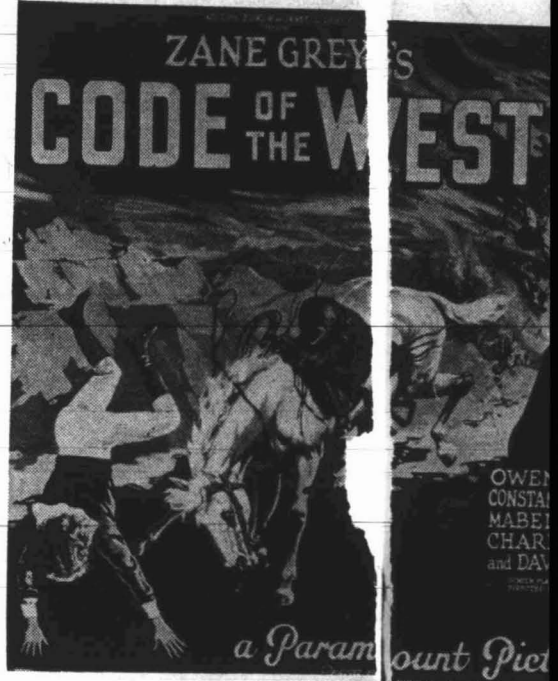


One Sheet Poster 1A

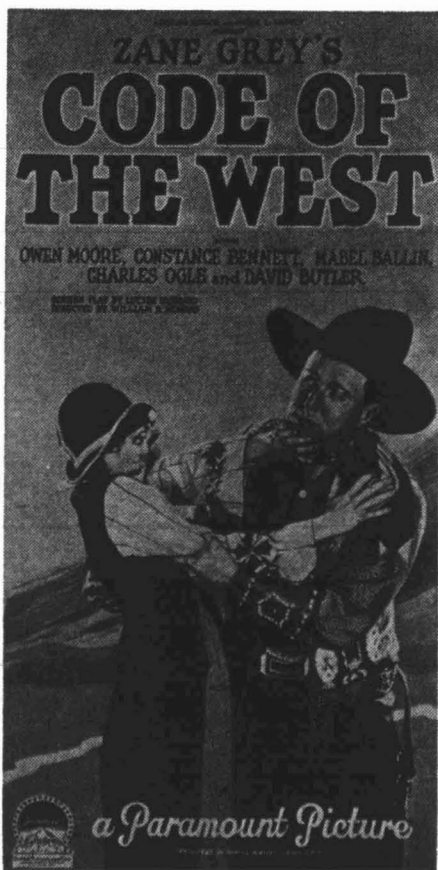
Don't keep the pictures you run a secret. There's cash in the flash of peppy Paramount paper!



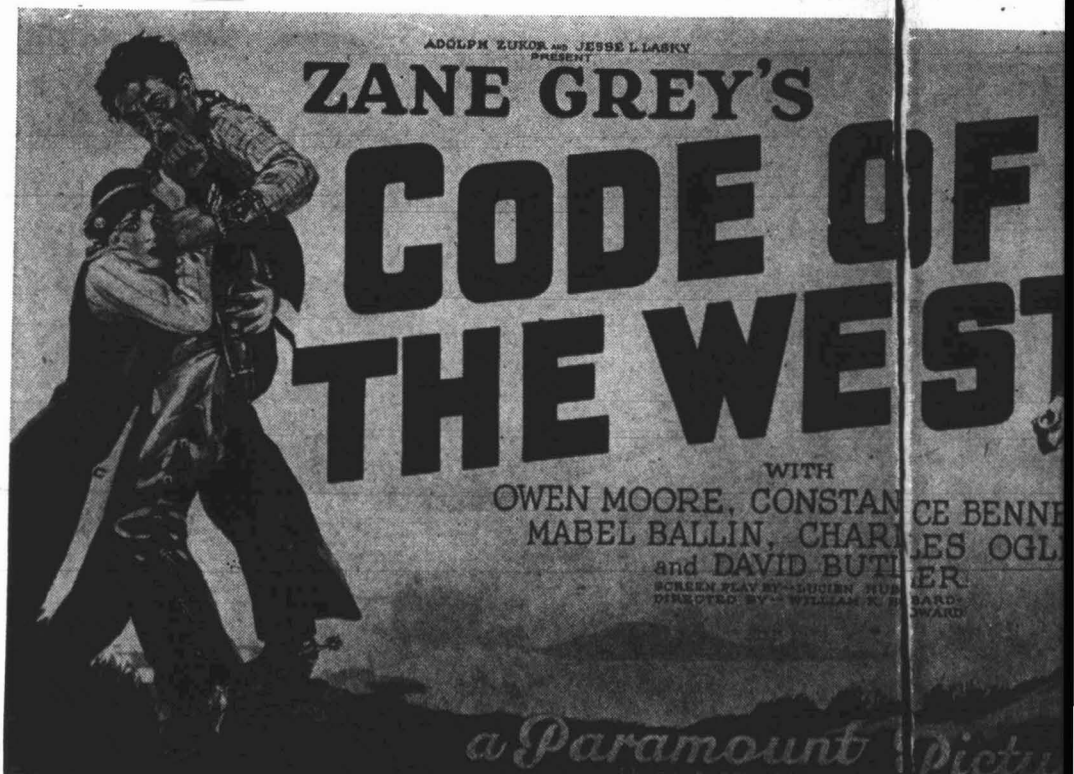
Colored Lobby Card (22" x 28")



Six Sheet Poster 6A



Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



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Are the he-men of the West flapper-proof?
See "Code of the West."

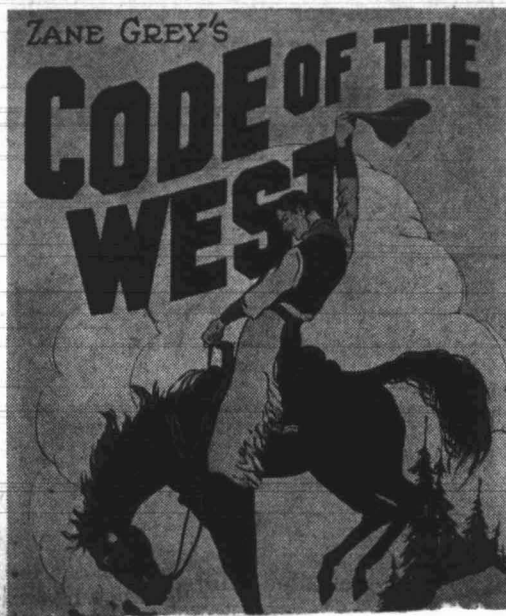
The story of another invasion of the West—
when bobbed hair and rolled stockings con-
quered the cowboys.

What happens when a pretty Broadway wild-
flower is transplanted to Western soil?

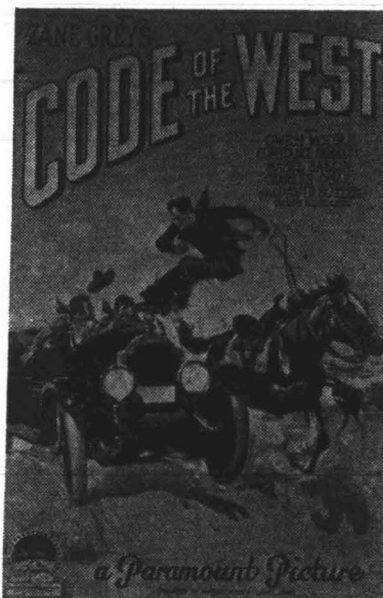
Another bull's-eye in the great series of
Zane Grey-Paramounts.

Zane Grey's comedy-romance-thriller pro-
duced in God's own settings.

No thrills can touch these—
—the astounding forest fire;
—the desperate ride thru the flames;
—the miraculous escape;
—the race between horse and auto.



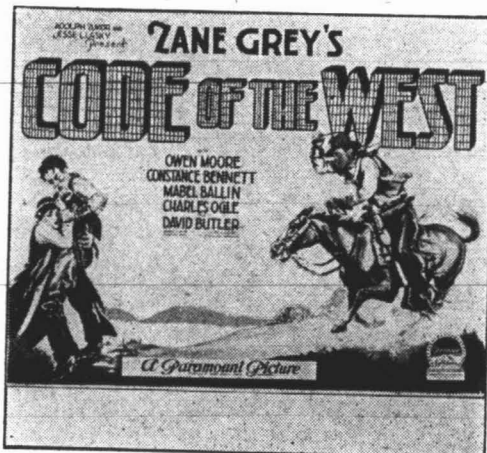
Window Card



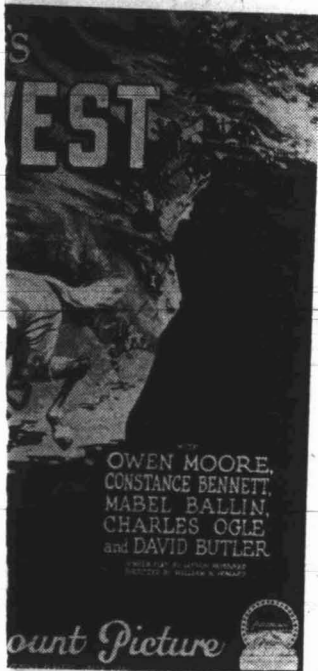
One Sheet Poster 1B



Three Sheet Poster 3B



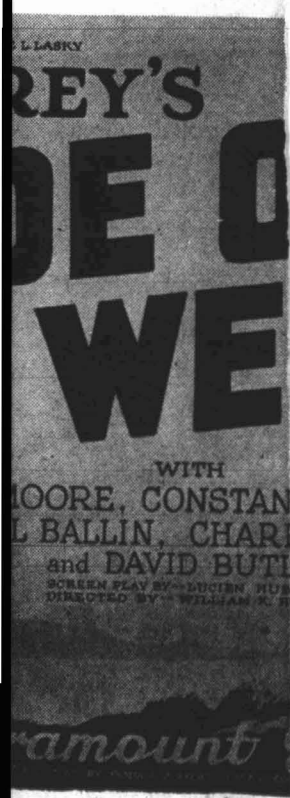
Announcement Slide



Six Sheet Poster 6A



Twenty-four Sheet Poster 24A



Twenty-four Sheet

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